



**PROMOTE YOUR COMPANY'S PRODUCTS AND SERVICES TO
OVER 859,000 CONSUMERS
AT INDIANA'S LARGEST MULTI-DAY EVENT!**

2009 SPONSORSHIP OPPORTUNITIES "MENU"

The Indiana State Fair and Live Nation invite companies and organizations to participate as Sponsors of the **17-day 2009 Indiana State Fair, August 7th – 23rd** in Indianapolis.

- **Promote products and services to a statewide consumer audience.**
- **Create pre-Fair traffic-building consumer promotions statewide.**
- **Create on-site turn-key or interactive consumer promotions.**
- **Create post-Fair consumer incentives to build customer base.**
- **Enhance company's statewide branding & marketing efforts.**

All Sponsorship Packages include:

- *On-site booth space*
- *Indiana State Fair web site listing with link to sponsor's home page*
- *Inclusion in 600,000 Fair programs*
- *Hospitality package with admission tickets and more!*

This Sponsorship "Menu" includes an overview of the sponsorship-marketing opportunities available. The Indiana State Fair and Live Nation are also flexible in creating new Sponsorship programs that best meet Sponsors' community marketing goals. For more detailed information contact DebbieDreiband@livenation.com or call Debbie at (317) 249-2726.



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“DAY” SPONSOR

- Reach a potential of 50,000 to over 100,000 people on one day at the Indiana State Fair.
- Receive extensive exposure by “branding” a day at the Fair and create unique promotions for Fair Guests with interactive face-to-face consumer promotions, **on-site marketing and sales opportunities.**
- **Exclusive opportunity to create gate promotions to enhance the Sponsor’s statewide marketing, sales and branding efforts.**
- Enhance marketing efforts with pre-Fair and post-Fair **drive-to-retail promotions.**
- Provide **1,000 branded T-shirts** for all Fair gates and parking personnel to wear on the Sponsor’s **“Day”**.



SHUTTLES TITLE SPONSOR

- The title Sponsors of the most popular mobile promotion at the Fair receive **extensive visibility** all 17 days of the Fair with 16-foot “mobile signage” produced by the Fair.
- Each of the nine shuttle units have three (3) cars making for a total of six (6) 16-foot signs per shuttle.
- The shuttles title Sponsors may **provide non-paper promotional items** for the **shuttle staff to distribute** to all shuttle guests.





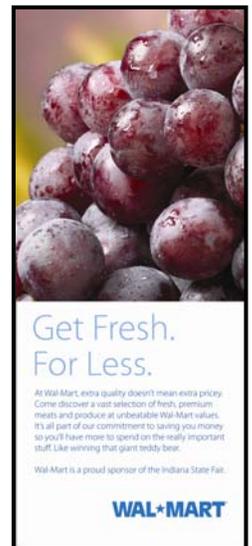
**LUCAS OIL DEMOLITION DERBY & FIREWORKS SHOW
RETAIL DISTRIBUTION SPONSOR**

- Back by popular demand, **the Fair will end with a bang** –the Lucas Oil Demolition Derby and Fireworks Show is **free to all guests with a voucher** on Sunday, August 23rd.
- **Create a drive-to-retail promotion** for consumers to pick-up FREE show vouchers at your statewide retail locations.
- The Retail Distribution Sponsor of this show will be included in paid media promotions – including a **live radio remote** at one of its stores - and on-site interactive branding and consumer promotions.



INDIANA STATE FAIR PROGRAM AD SPONSOR

- Receive **extensive exposure** in a minimum of **600,000** copies of the Indiana State Fair Program distributed statewide and on-site.
- Program Ad Sponsors have the opportunity to **create a turn-key statewide promotion** by creating an ad with **“Fair-only” consumer offers**.
- If the Sponsor decides to staff a booth on-site during the Indiana State Fair, the ad could be created as an incentive to drive Fairgoers to the Sponsors’ on-site booth.





TIMBERWORKS LUMBERJACK SHOW

Back by popular demand, the Timberworks Lumberjack Show will be back at the 2009 Indiana State Fair with **three fun and interactive shows each day**. Opportunity to promote products/services at this unique and exciting venue.

- Opportunity to distribute promotional items to all show guests.
- The sponsor will be Included in all media promoting this exciting event.



WALK TUNNELS SPONSOR

- Sponsor the four (4) Walk Tunnels at the Indiana State Fair.
- Promote brand/product by providing **unique illuminated signage** inside the 4 walk tunnels.
- Branded signage outside each of the 4 walk tunnels on existing directional signage will be provided.



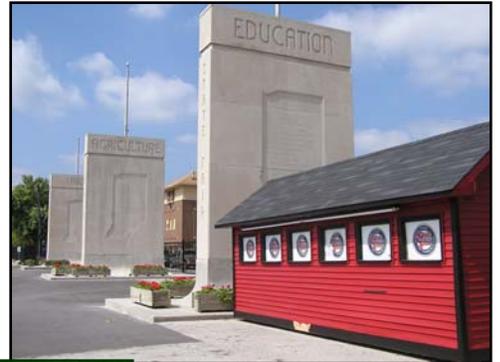
Example of an illuminated sign at the Fair that can be created for the Walk Tunnels.

Locations of the four (4) walk tunnels.



INDIANA STATE FAIR TICKET VENUES SPONSOR

- The Ticket Venues Sponsor will receive **prominent signage during the Fair and year-round** at both the Grandstand Ticket Office and 38th Street Ticket Office as well as the Ticket Huts located at all public entrances to the Fairgrounds.
- Create turn-key promotions that can include **promotional items distributed by the ticket office staff.**



HISPANIC/LATINO MUSIC DAY PRESENTING SPONSOR

- Great opportunity for the Sponsor to **target the Spanish-speaking demographic** at this FREE event held the first Sunday of the Fair.
- Previous acts have included La Mafia, Jennifer Pena, various Mariachi bands and entertaining magicians
- An estimated **20,000 people**, both Hispanic and non-Hispanic, attend this event.

Hitting the right notes for cultural diversity





KIDS' CONCERT: VOUCHER- RETAIL DISTRIBUTION SPONSOR

- Back by popular demand, the Fair will continue to offer a **Kid's Day Concert FREE to all fair- guests with a voucher.**
- Reach a **youth and parent demographic** with this sponsorship!
- Sponsor can create a **drive-to-retail promotion** for consumers to pick-up FREE Kid's Day Concert vouchers.
- The Retail Distribution Sponsor for this show will be included in **paid media promotions** that will include a **live radio remote** at one of its retail locations.



DISCOUNT FAIR TICKET SALES OUTLET

- Opportunity to participate as one of the Indiana State Fair's **statewide premiere retail discount admission ticket sales** outlets for the Indiana State Fair.
- Advance sales discount tickets will be sold for \$7.00 each July thru the last day of the Fair (August 23rd).
- Sponsor will be included in a minimum of **\$35,000 paid media promotions to drive traffic to its locations.**





PARKING HANG-TAG SPONSOR YEAR-ROUND

- o Participate as the **exclusive *Parking Ticket Back Sponsor*** for both Fair and Fairgrounds events year-round.
- o Create **traffic-building promotions with its ad on all the 500,000 parking Fair hang tags and Fairgrounds parking tickets** produced by the Fair.



DAILY PARADE

- o The exciting Daily Parade takes place **each evening at 6:30pm** on Main Street and goes half way around the Fairgrounds to the North side!
- o This **home-town Indiana parade** features unique floats and corporate and community participation!
- o The Sponsors' employees and/or customers can be the lead "**Grand Marshals**" in the parade and create a fun and creative community partnership for Fair guests, as well as the Sponsor's employees and clients!





HIGH SCHOOL BAND DAY COMPETITION

- o Opportunity to reach both the **teen and parent demographic.**
- o The Indiana State Fair Band Day Competition has been a **Hoosier tradition since 1947.**
- o **Over 44 high school bands participate each year** on Opening Day (Friday, August 7th, 2009) making it one of the Fair's **most highly attended events.**
- o Receive **pre-Fair promotions** in all Band Day and Fair collateral materials, recognition in the Fair Program and extensive signage.



MUSICAL PRIDE

Competition is reward for high school bands' hard work over summer

By Christine Won
christine.won@indytrib.com

For the drum-lugging, wood-wind-wielding, tuba-toting teens who had braved blisters and sunburns, Band Day at the Indiana State Fair on Wednesday was about something more than winning. It was about the reward of hard work.

"It's a sense of accomplishment to see your hard work during summer camp come together," said Blane Lawyer, who has been part of the 20-member North Daviess High School marching band for five years. He started in eighth grade as a trumpet player and this year was given the honor of directing the band's performance.

SHAKE IT UP: Noblesville High School Marching Millers senior Marley Barrow, 17, played maracas and danced during the band's performance Wednesday. **WEATHER CHARLES / THE STAR**

The Band Day winners were announced after 11 p.m.: first place, Muncie Southside; second, Richmond; and third, Anderson Highland.

For many of the student-musicians, getting to the State Fair competition is





CHEERLEADING COMPETITION TITLE SPONSOR

- The title Sponsor of the Cheerleading Competition will be part of one of the Fair's loudest events!
- Exciting opportunity for the title Sponsor to **reach a large family-oriented audience.** *The 2008 cheer competition had 865 participants representing 62 schools.*
- Receive **prominent signage** at the event site and the opportunity to present all awards to the cheer squads.
- Receive company name on all the trophies and ribbons.
- Opportunity to provide promotional items for each participant.



DANCE TEAM COMPETITION TITLE SPONSOR

- Exciting opportunity for the title Sponsor to **reach a large youth and parent audience.** Receive **prominent signage** at the event site and the opportunity to present all awards to the cheer squads.
- Receive company name on all the trophies and ribbons.
- Opportunity to provide promotional items for each participant.





YOUTH TALENT CONTEST

- **Promote** products and services to a statewide youth and parent audience.
- Approximately **250 acts**, with an **estimated participation of over 10,000 kids** performing from all over the state!



BATON TWIRLING CONTEST

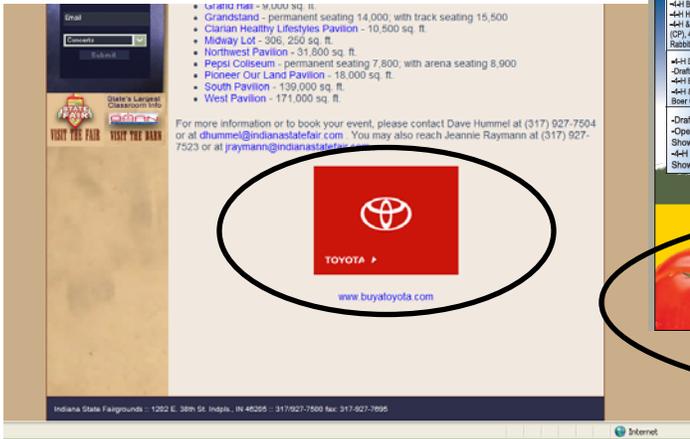
- **Promote** products and services to a statewide youth and parent audience.
- **Sanctioned by the USTA and USBTA** (US Baton Twirling Association), the Indiana State Fair competition is **open to kids ages 3-21, both girls and boys**.
- The Indiana State Fair Baton Twirling Contest is an **annual tradition more than 50 years old!**
- *NOTE: The Youth Talent Contest and Baton Twirling Contest can be combined to create one overall Sponsorship package.*





INDIANA STATE FAIR or FAIRGROUNDS WEBSITE SPONSOR

Web Site Sponsors have the opportunity to create turn-key, drive-to-web-site promotions to enhance its marketing efforts by participating as a new Indiana State Fair or Fairgrounds Web Site Sponsor. Last year, the web site received **over 23 million hits**.



MORE DAYS MORE FUN!
as of 9/15/08 - **LIVESTOCK**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			4 -4H Swine arrive	5 -4H Horse & Pony, Rabbits, Market Lambs, Meat Goats, Swine, Beef & Dairy Goats (CP) arrive	6 -4H Horse & Pony 8a-10p Poultry Show -4H & Open Dairy Goat Show (CP)	7 -4H Beef 8a-7p -4H Horse & Pony 2a-10p -4H & Open Dairy Goats (CP), Meat Goat, 4H Market Lambs, Rabbits and Swine Shows
9 -4H Beef 8a-6p -4H Horse & Pony 6p-10p -4H & Open Dairy Goats (CP), 4H Market Lambs, Rabbits & Swine Shows	10 -4H Beef 8a-6p -Grand Drive 7p -4H Market Lamb, Rabbits & Swine Show	11 -Open Beef & Sheep arrive -Open Barrow Show -4H Horse & Pony, Poultry Shows	12 -Open Beef 8a-noon -Mule & Donkey 6p-10p -Open Sheep Show -4H Poultry Show	13 -Mule & Donkey 8a-10p -Open Beef 8a-noon -Open Sheep Show -4H Poultry Show	14 -4H Ewe & Dairy Cattle arrive -Mule & Donkey 8a-10p -4H & Open Pigmy & Boer Goats (SW) -4H Poultry Show -4H Ewe Showmanship	15 -4H Dairy, Poultry Shows -Supper Showmen 5:00p -Sale of Chumpsters 7p -4H Ewe Show -4H & Open Pigmy & Boer Goats (SW)
16 -4H Dairy 8a-3p -Draft Horse Show 5p-8p -4H Ewe Shows -4H & Open Pigmy & Boer Goats (SW)	17 -Open Dairy Cattle, Sheep & Swine arrive -Draft Horse 8a-10p -Open Poultry Show	18 -Draft Horse 8a-10p -Open Sheep, Poultry & Swine Shows	19 -Open Dairy 8a-3p -Horse Pulls 5a-8p -Open Sheep, Poultry & Swine Shows	20 -Draft Horse 4p-8p -Open Sheep, Poultry & Swine Shows	21 -Draft Horse 8a-10p -Open Swine & Rabbit Shows -4H & Open Llamas Show (BSP)	22 -4H Draft Horse 8a-10p -Open Swine & Rabbit Shows -4H & Open Llamas Show (BSP)
23 -Draft Horse 4p-7p -Open Swine & Rabbit Shows -4H & Open Llamas Show (BSP)						

AUGUST 7-23 * 2009
WWW.INDIANASTATEFAIR.COM

2009 "Year of Tomatoes" presented by **RED GOLD** QUALITY SINCE 1912

GRAND HALL TITLE SPONSOR

- This **9,000 square-foot building** offers the sponsor **year-round signage** on a multi-purpose facility that hosts trade shows, business events and community programs year-round.
- This popular venue, located on Main Street across from the Pepsi Coliseum, is one of the **featured buildings during the Indiana State Fair**.
- This building sponsor will have the opportunity to **create a unique year-round display** in the craftsman-built shelving units located inside the south wall of the hall.





FFA PAVILION TITLE SPONSOR

- Extensive promotion and face-to-face marketing **opportunities with the youth and family demographic.**
- Enhance consumer awareness about products and services both during the Fair and year-round with the FFA statewide partnership.
- This **25,000 square foot building** has allowed the FFA to grow and continue to serve the youth of Indiana through agricultural education in a truly first-class fashion.



HOME AND FAMILY ARTS BUILDING TITLE SPONSOR

- This building serves as the popular destination for cooking, sewing, arts, photography and interactive consumer promotions.
- Create **consumer-based promotions** with product sampling, coupon distribution and/or demonstrations with the great captive audiences this building attracts each day!





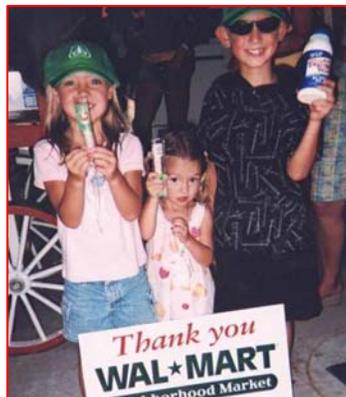
DNR FISHIN' POND AND AMPHITHEATER

- The sponsor of this hugely popular, large outdoor interactive venue can **showcase its products and services to the youth and family demographic.**
- Built in 2006, this **312,000-gallon pond** holds 3,000 fish and has a popular Amphitheater for educational nature presentations.
- This venue has become a very **popular destination** among families as it allows young children to participate in a catch-and-release fishing program with the instruction of park rangers!



LITTLE HANDS ON THE FARM

- The most popular family destination, Little Hands on the Farm captures the “magic” of agriculture by giving kids an **interactive experience** of the consumer food process.
- This sponsor will maximize its marketing and branding to a **young family demographic** – over 20,000 participants each year!





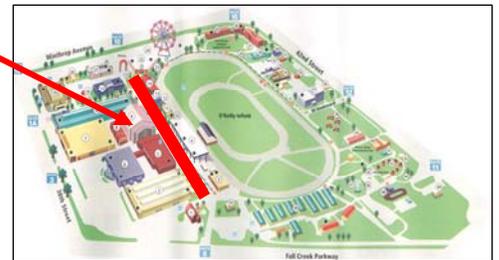
PARKING LOTS / TRANSPORTATION TITLE SPONSOR

- Extensive branding and great turn-key opportunity.
- Naming rights to all 10 Indiana State Fair parking lots and Transportation Center.
- The Fair offers both Free and Paid parking to all Fair –guests, an estimated 1,000,000 people will attend the 2009 Fair.



MAIN STREET TITLE SPONSOR

- Main Street runs right down the **heart of the Indiana State Fairgrounds**, attractions on Main Street include the Hoosier Lottery Grandstand, the Toyota Champions Pavilion, the Pepsi Coliseum, the Dairy Bar as well as concessions and sponsor promotions.
- Sponsor will receive **extensive branding opportunities** with year-round signage, inclusion on the Indiana State Fair map in approximately 600,000 programs, etc.





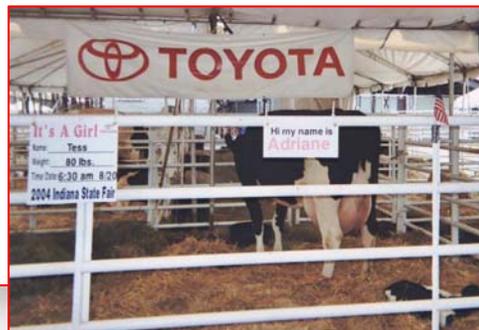
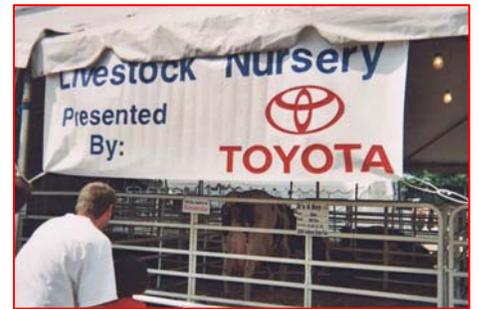
FAMILY PICNIC PAVILION (In Riley Fun Park)

- The Family Picnic Pavilion inside the Riley Fun Park **hosts programs for children of all ages** such as: face painting and character meet-and-greets.
- Sponsor has opportunity for extensive branding and **face-to-face consumer promotions**
- Sponsor can be extremely involved by programming this space all seventeen (17) days of the Fair or just brand the pavilion with signage and turn-key promotions.



LIVESTOCK NURSERY

- **See a baby cow born each day of the Fair!**
- Now in its 10th year, this popular and award-winning educational venue **attracts thousands of Fair guests** young to old!
- The Livestock Nursery sponsor will have the opportunity to partner with a popular venue that offers extensive display and promotional opportunities.



The Livestock Nursery Sponsor reps will also have the opportunity to participate in the annual "Celebrity Milking Competition!"





FAMILY DINING AREA on Main Street

- The popular sit-down dining venue offers a **great captive audience** of all ages all 17 days of the Fair!
- This sponsor will have the opportunity to **create turn-key promotions** for brand awareness, drive-to-retail incentives and advertisements with table tents and other displays.



INFORMATION BOOTH SPONSOR

- Receive **prominent signage** on the Information Booth throughout the duration of the Indiana State Fair.
- Opportunity to provide **promotional materials that will be distributed by the Info Booth Staff** all 17 days of the Fair.
- The Information Booth is set in a prime location near Main Street for all Fair-goers to see and obtain information.





HANDICAP SHUTTLE

- Create a turn-key promotion with large signage opportunities.
- **Expand your advertising campaign by making it mobile around the Fairgrounds!**



PROMOTIONAL BOOTH SPONSORS

- **Create interactive consumer promotions** by staffing a promotional booth all 17 days of the Fair or any less consecutive days.
- Booth spaces vary from 10' x 10' to 20' x 20' (and sometimes even larger)
- Hours of operation are 10 am – 10 pm daily
- Receive placement in **high-traffic areas to create interactive consumer promotions.**





MOBILE MARKETING UNITS

- Utilize large space for mobile marketing units
- Actively engage consumers with product/service,
- Several creative opportunities are available on-site at the Indiana State Fair,
- All mobile units at the 2008 Fair showed great reach in attendance numbers,



See you at the 2009 Indiana State Fair!



INTERESTED?

CONTACT:

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